

Key Stage Four Business Curriculum – Carre’s Grammar School

Subject						
	Autumn 1	Autumn 2	Spring 3	Spring 4	Summer 5	Summer 6
	1.1 Enterprise and Entrepreneurship	1.2 Spotting a Business Opportunity	1.3 Putting a Business Idea into Practice	1.4 Making the Business Effective	1.5 Understanding External Influences on Business	£10 Challenge
Year 10	<ul style="list-style-type: none"> a. What goods and services are and the difference between them b. Why and how new business ideas come about c. Risks of running a business d. Rewards of running a business e. The impact of business enterprise and meeting customer needs f. What is meant by added value and how companies can do this to their goods/services g. The characteristics of an entrepreneur and their qualities 	<ul style="list-style-type: none"> a. The importance of meeting customer needs b. What market research is and the difference between primary and secondary c. The use of quantitative and qualitative data as well as the benefit/drawbacks of each d. Importance of reliability with market research e. Market segmentation and why companies use customer demographics f. Market mapping and why it is used by companies g. How the level of competition within a market impacts how a business operates. 	<ul style="list-style-type: none"> a. Explain what aims and objectives are and the difference between them b. Be aware of why aims and objectives may differ depending on the type of company c. Be familiar with the concepts of sales revenue and profit d. Be familiar with the fixed costs, variable costs and total costs e. Complete calculations using interest rates f. Interpret break-even graphs g. Calculate the break-even point and margin of safety h. The importance of cash to a business to pay suppliers, overheads and employees i. The difference between cash and profit j. Calculate and interpret cash-flow forecasts k. Be able to calculate inflows, outflows and net cash flow as well as opening/closing balances l. Be familiar with internal and external sources of finance and their suitability 	<ul style="list-style-type: none"> a. The concepts of limited and unlimited liability b. Types of business: Sole traders, partnerships and private limited companies c. The advantages/disadvantages of the types of business d. Franchises and why an individual may choose to invest in one e. How the type of business will influence the location chosen as well as e-commerce f. Locating a business due to factors such as target market, labour, materials and competition g. Marketing mix – Price, Product, Promotion and Place h. How the marketing mix works together i. The importance of a business plan and its 	<ul style="list-style-type: none"> a. Who business stakeholders and their different objectives and influence on a business b. Use of e-commerce, social media, digital communication and online payments c. Influence of technology on sales, costs and the marketing mix d. Purpose of legislation in consumer law: quality and consumer rights e. Purpose of employment in recruitment, pay, equality and health and safety f. Impact of unemployment and changing consumer incomes on a business 	<p>Practical Enterprise – students setup and run own Businesses with £10.</p>

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			m. Be short-term and long-term sources of finance and their suitability to the business	role in being used to obtain finance	g. Concepts of inflation, interest rates, taxation and exchange rates h. How external influences have an impact on business decisions	
	2.1 Growing the Business	2.2 Making Marketing Decisions	2.3 Making Operational Decisions	2.4 Making Financial Decisions	2.5 Making Human Resource Decisions	Examinations/ Study Leave
Year 11	<ul style="list-style-type: none"> a. Internal (organic) growth via: new products/markets, innovation/tech or the marketing mix b. External (inorganic) growth such as mergers or takeovers c. How and why businesses become public limited companies (plc) d. Internal sources of finance such as retained profit or selling assets e. External sources of finance such as loan or share capital including market flotation 	<ul style="list-style-type: none"> a. Design mix – Function, aesthetics and cost. b. The phases of the product lifecycle and extension strategies c. Pricing strategies and the influences on them such as competition, life cycle and technology d. Promotion strategies and how they vary between different markets e. Why a business may use: sponsorships, product trials, special offers or focus on branding f. Using technology in promotional activities such as social media, targeted ads and online ads 	<ul style="list-style-type: none"> a. Job, batch and flow production as well as their respective advantages/disadvantages b. How differing production methods impact productivity and costs c. The impact of technology on production such as balancing costs and quality d. Interpreting bar chart stock graphs e. The use of Just in time (JIT) stock control f. Relationships with suppliers: quality, delivery speed/reliability, costs, availability and trust g. Impact of logistical and supply decisions on costs, reputation and customer satisfaction h. The concept quality and how a business controls this via quality control or quality assurance 	<ul style="list-style-type: none"> a. Concept and calculation of gross and net profit b. Calculation and interpretation of gross and net profit margins c. Calculate and evaluate the average rate of return on an investment d. The use and interpretation of quantitative data (graphs and charts) on business decisions e. The limitation of financial information on understanding performance or making decisions 	<ul style="list-style-type: none"> a. Tall and flat organisational structures and their appropriateness for the company b. Centralised and decentralised organisations and their communication c. The importance of effective communication d. Barriers to communication and the impact or insufficient/excessive communication e. Different ways of working, full-time, part-time and flexible hours f. Types of employment 	

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	<ul style="list-style-type: none"> f. Why a business may change its aims and objectives due to performance, legislation or tech g. Imports and exports and how they are used by a company (SPICED Acronym) h. Multinational companies and why a company may change location i. Barriers to trade such as tariffs and trade blocs. j. Competing internationally via the internet and e-commerce or the marketing mix k. Ethical considerations and trade-offs as well as impact of pressure groups 	<ul style="list-style-type: none"> g. Methods of distribution such as re-tails and e-tailers (e-commerce) h. How each element of the marketing mix can influence others i. How the marketing mix can be used to build a competitive advantage 	<ul style="list-style-type: none"> i. The use of quality as a method to control costs or gain a competitive advantage j. The importance of product knowledge, customer service and speed of service via sales 		<ul style="list-style-type: none"> contracts – permanent, temporary and zero hour g. Job roles and responsibilities h. How businesses recruit and the documentation used such as person/job specifications i. Training and development – the link between this and motivation/retention j. Motivation via financial methods k. Motivation via non-financial methods 	
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